

## ABSTRACT OF THE DISCLOSURE

In a sub-frame of each color, the time required for each data scanning is 25% of the sub-frame, and the time between two times  
5 of data scanning is also 25% of the sub-frame. In a sub-frame of each color, a back-light is turned on between the intermediate timing in the first (first-half) data scanning and the intermediate timing in the second (second-half) data scanning. The ON time of the back-light is 50% of the sub-frame, and the ratio of time (panel  
10 ON rate) in which a liquid crystal panel is in a transmission state (ON) to the time in which the back-light is turned on is 88%, and thus high light utilization efficiency is achieved.